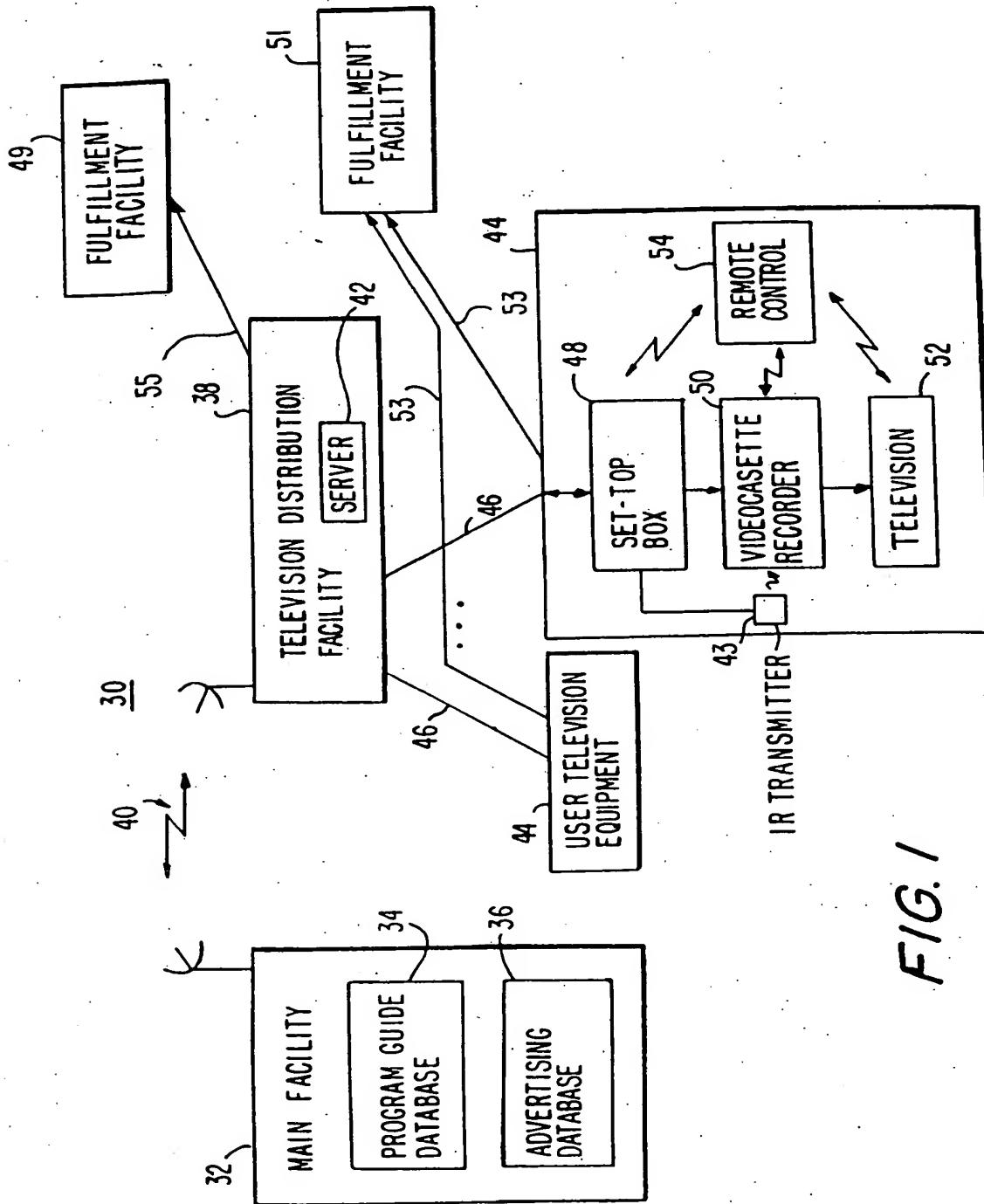


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Agent

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Docket No. UV-64 Cont.  
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BUTTONS AND NON-PROGRAMMING OPTIONS  
Peter F. Snell  
Regn. No. 52,235  
EV371744795US  
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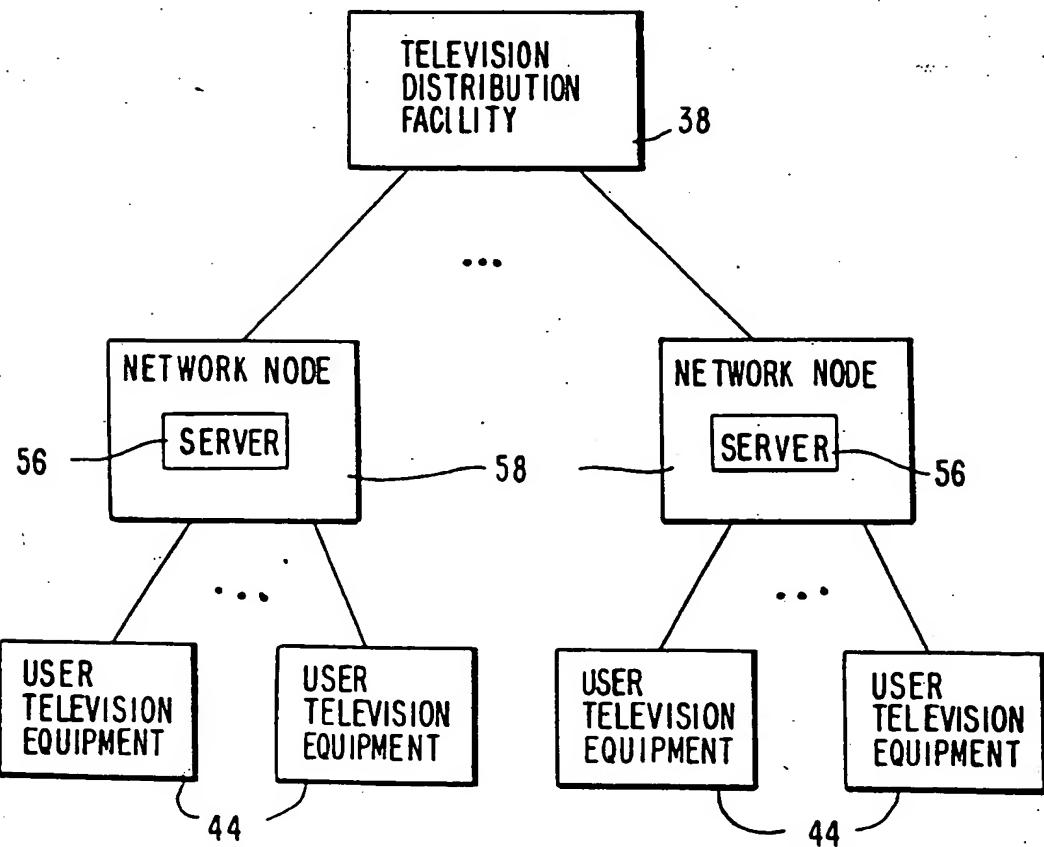


FIG. 2

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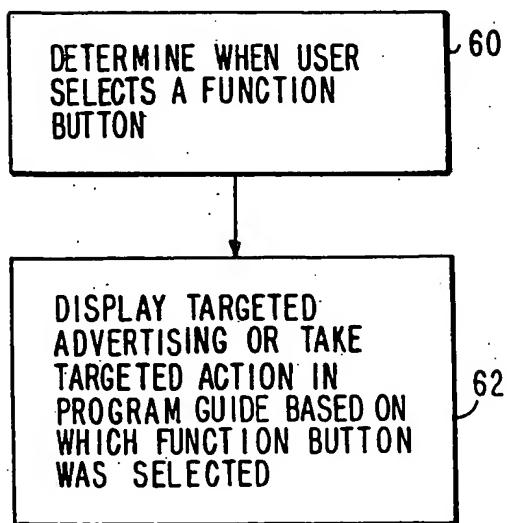


FIG. 3

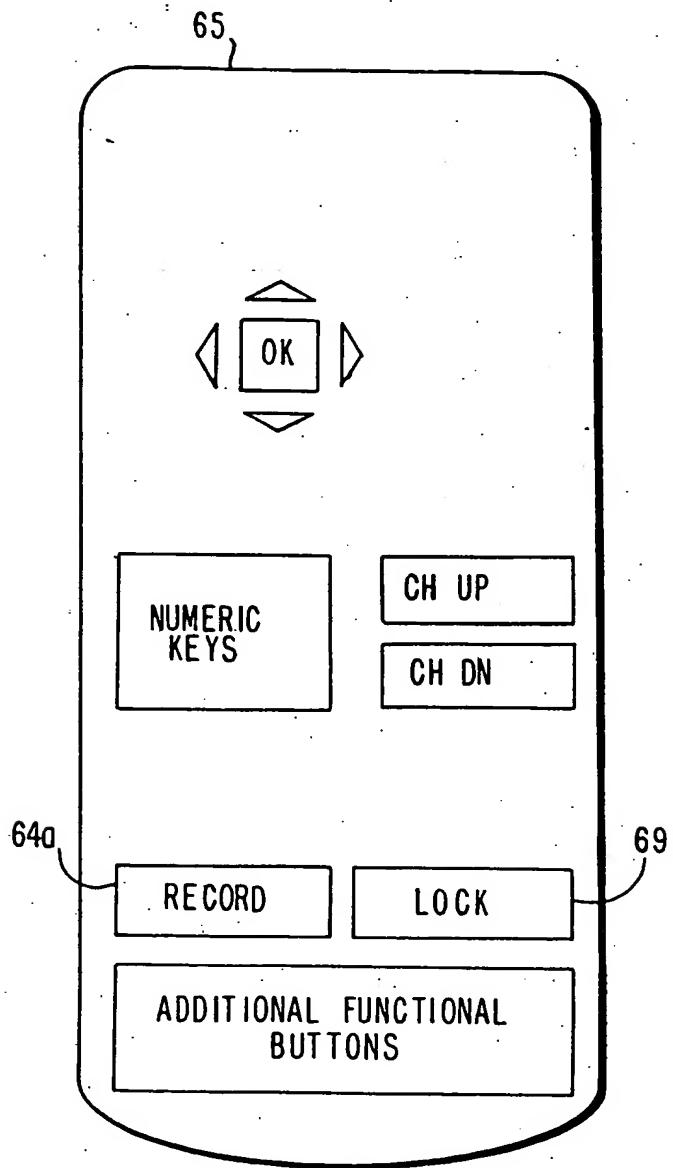
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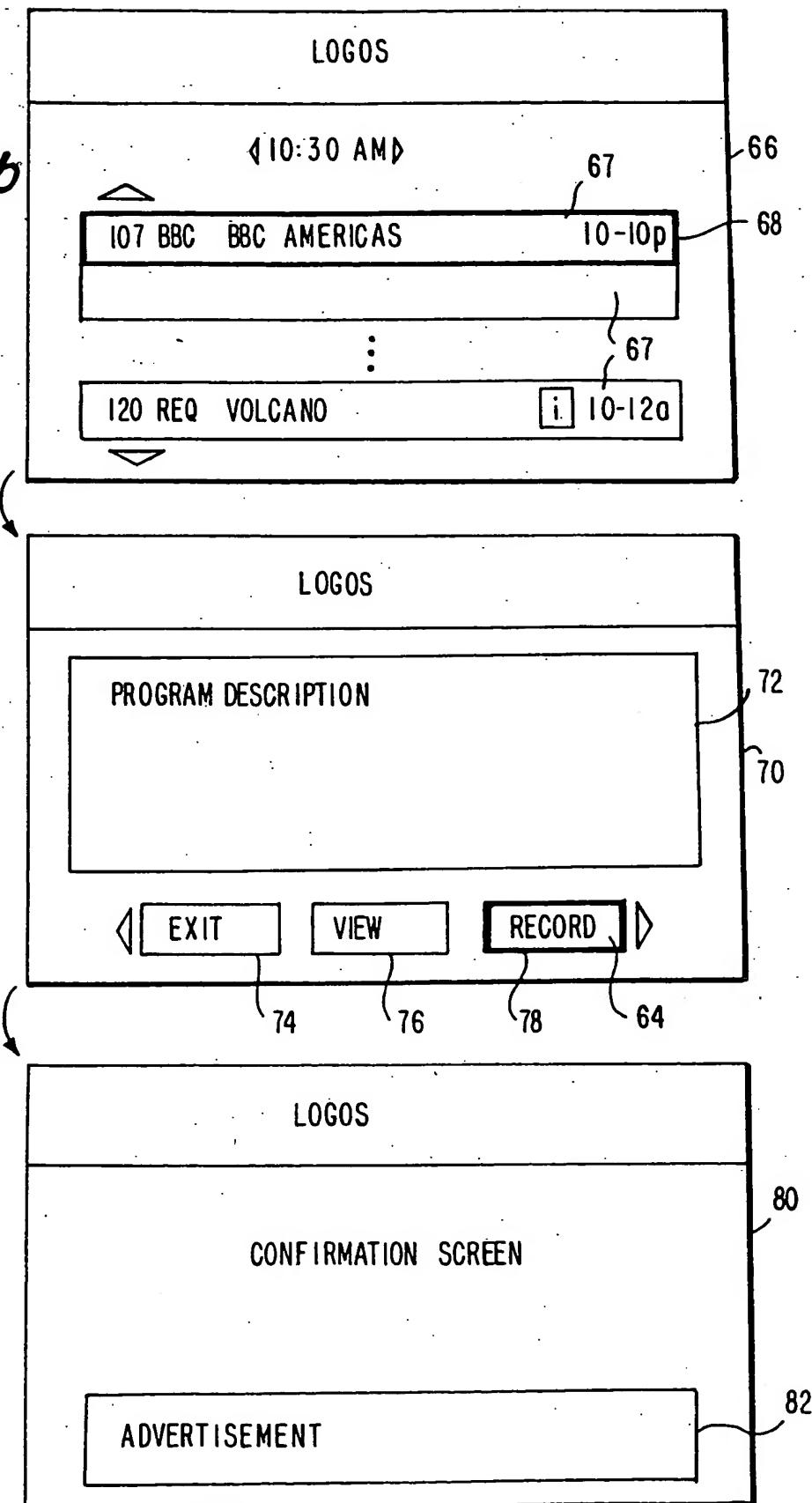
FIG. 4a



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FIG. 4b



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DETERMINE WHEN USER  
SELECTS A NON-PROGRAMMING  
OPTION

DISPLAY TARGETED  
ADVERTISING OR TAKE  
TARGETED ACTION IN PROGRAM  
GUIDE BASED ON WHICH  
NON-PROGRAMMING OPTION  
WAS SELECTED

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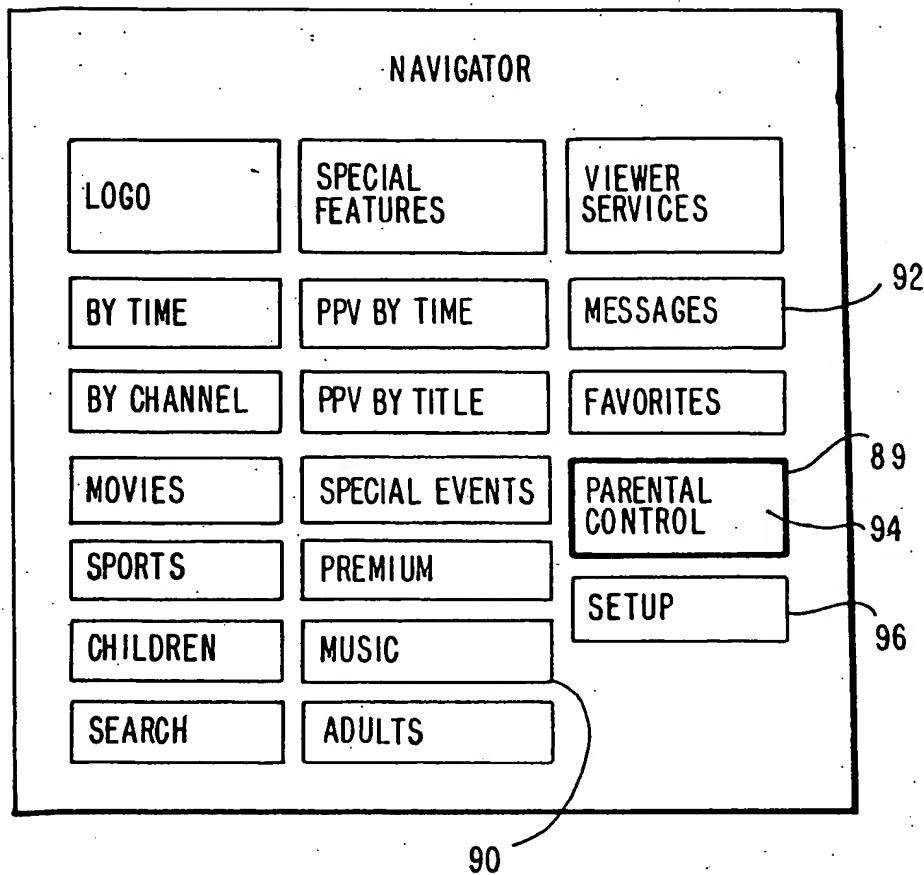
*FIG. 5*

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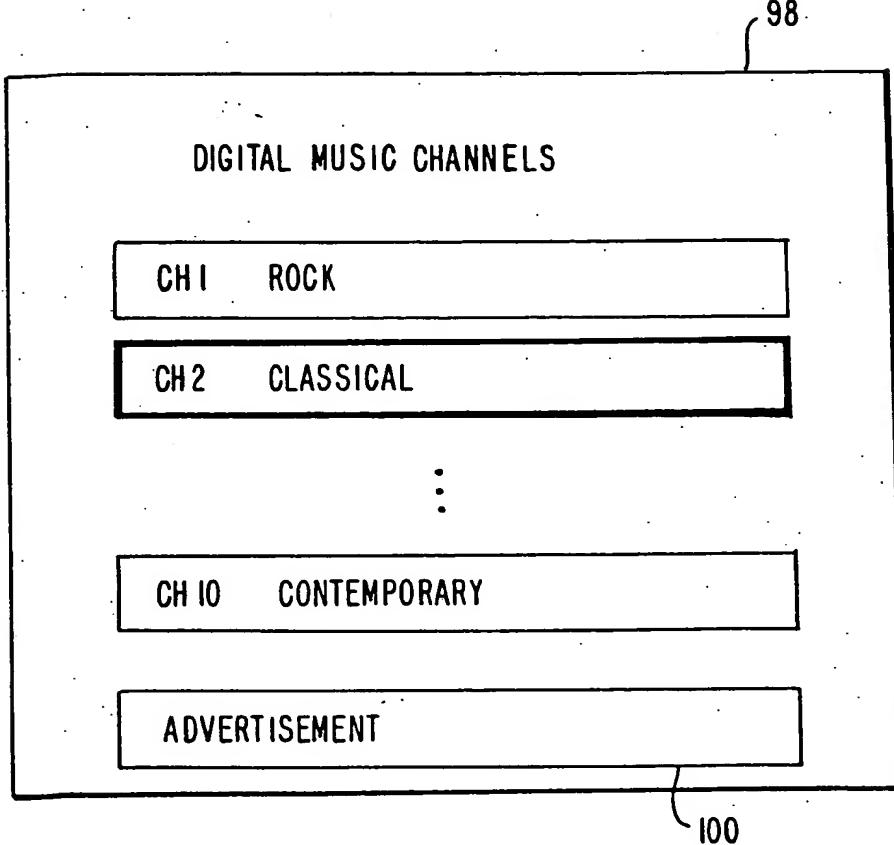


*FIG. 6*

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*FIG. 7*

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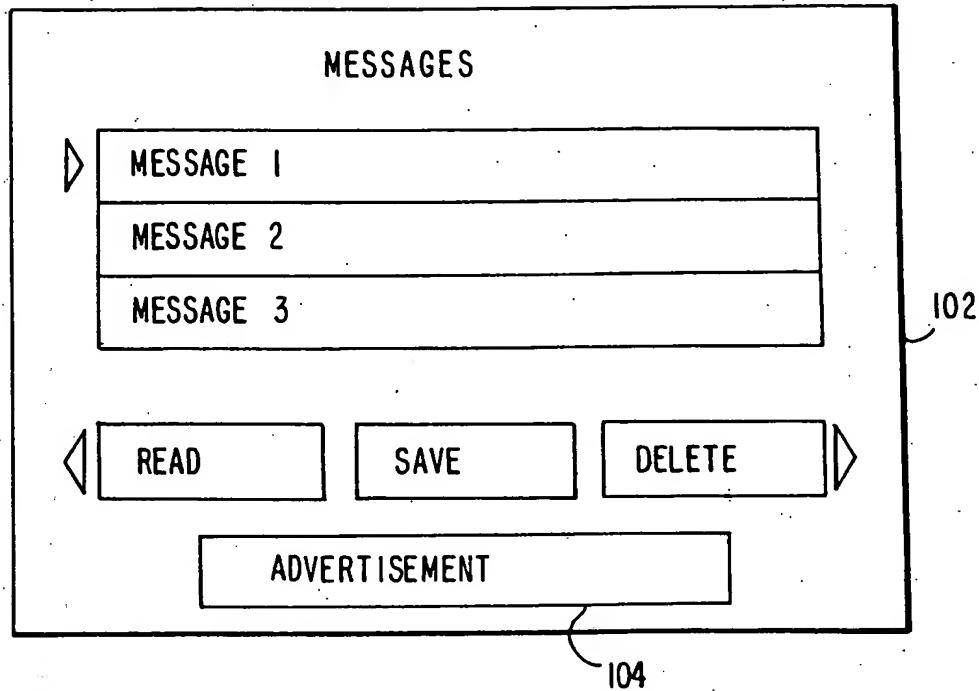


FIG. 8

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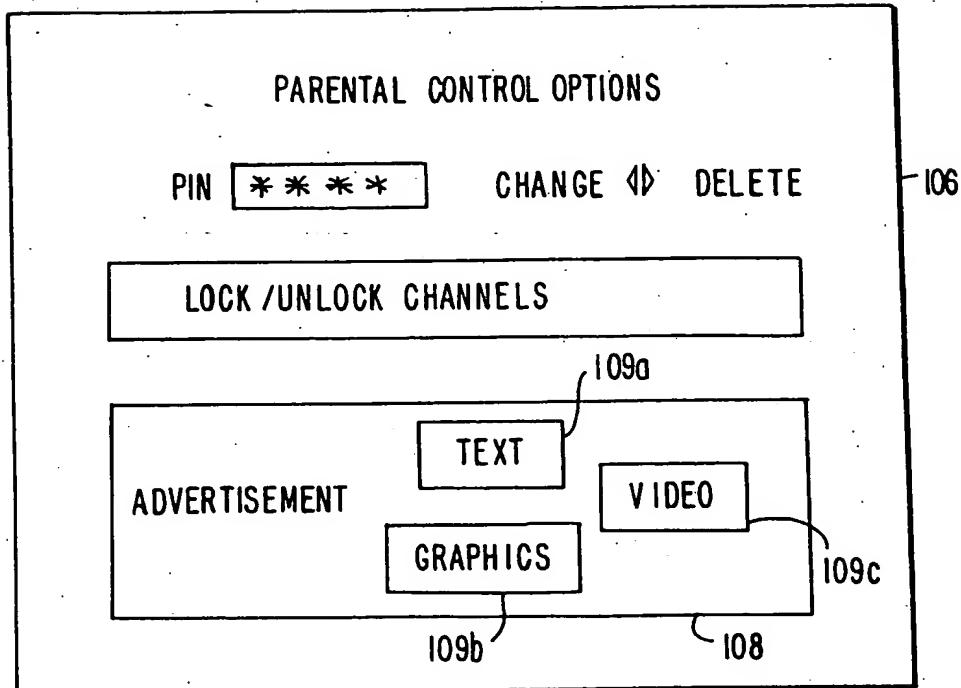


FIG. 9

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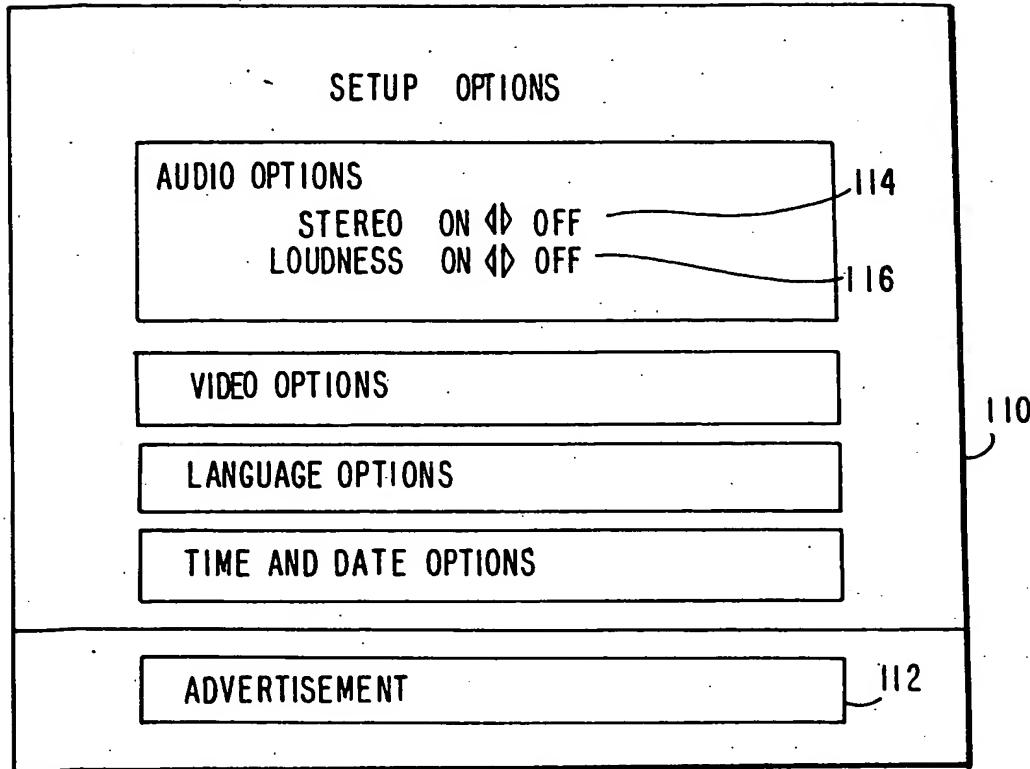


FIG. 10